



# PCO Leader Academy

## Program Overview

The PCO Leader Academy is a leadership development program designed specifically for the pest control industry. Our goal is simple: help your managers become leaders who bring out the best in your people—and keep them from leaving.

### Why It Matters

- Companies often train technicians and admin staff well, but managers are left without leadership training.
- Strong leadership improves employee retention, customer retention, and overall company culture.
- Leaders who grow themselves also grow their people—building a sustainable culture of leadership.

### What You Get

- 52 Microlessons across 9 categories (3–5 minutes each).
- Monthly cohort sessions (1-hour, small group coaching for 6–8 learners).
- Workbooks & tools for immediate, practical application.
- Real-world lessons tailored to the pest control industry.

### Program Categories

- What Is Your Why? – Personal purpose & leadership mindset
- Culture of Leadership – Creating a leadership-driven company culture
- Vision, Mission & Values – Understanding and living your company's framework
- Self-Awareness – Recognizing your leadership style & impact
- Communication – Listening, empathy, and setting clear expectations
- Leading Others – Coaching, caring, and developing people
- Management 101 – Time, decisions, meetings, and KPIs
- Managing Others – Hiring, accountability, and performance management
- Financial Understanding – Leading with numbers and business insight

### Learning Rhythm

- 3 microlessons per month (with workbook) completed individually.
- 1 group coaching session per month to reinforce lessons and share experiences.
- 18-month journey that builds leaders who are ready to grow others.

### Ongoing Value

- Graduates gain access to PCO Leader Academy resources.
- Companies can train future leaders in-house using the platform.
- Additional coaching and customization available.

PCO Leader Academy is YOUR training platform to grow leaders.  
When you invest in people, they'll invest back into your company.